RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

October 18, 1996

RJR Account #023880
Mr. D. Beaudet
ASSOCIATED GROCERS

DECEMBER DORAL B2G1F / PROMOTION #601794

Dear David:

DORAL B1G1F product, and Live product, has been ordered (see quantities listed below), as well as 60 skus of B2G1F sleeves (Item #515990) pack your December *Partners* display shipment to participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F	LIVE UPC Code	#/ (12M) Cases LIVE
Full Flavor Kg	12300-22268	4	12300-16612	1
Light 100	12300-22264	4	12300-15212	1

Product PO #G65201DB ; ***Displays***G65211DB

Product / Premium Arrival:	November 18, 1996
Ship Date to Retail:	Week of: November 25, 1996
SKU CUBE :	1.0400
SKU WT (w/o Product):	4.0000 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Savings Cartons
EFT $ Amount:	$1,768.70
Non-EFT $ Amount:	$N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/ftym0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$112.00 (4 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Deshanes
RJR / H. Battle

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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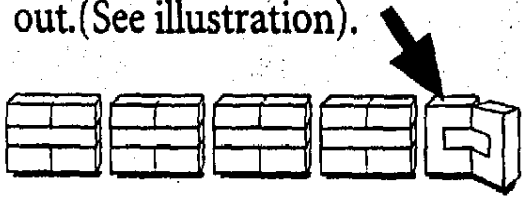
Source: https://www.industrydocuments.ucsf.edu/docs/ftym0000

WHOLESALER PACKING INSTUCTIONS

VALUE-ADDED PROMOTIONS – 4TH QTR. '96

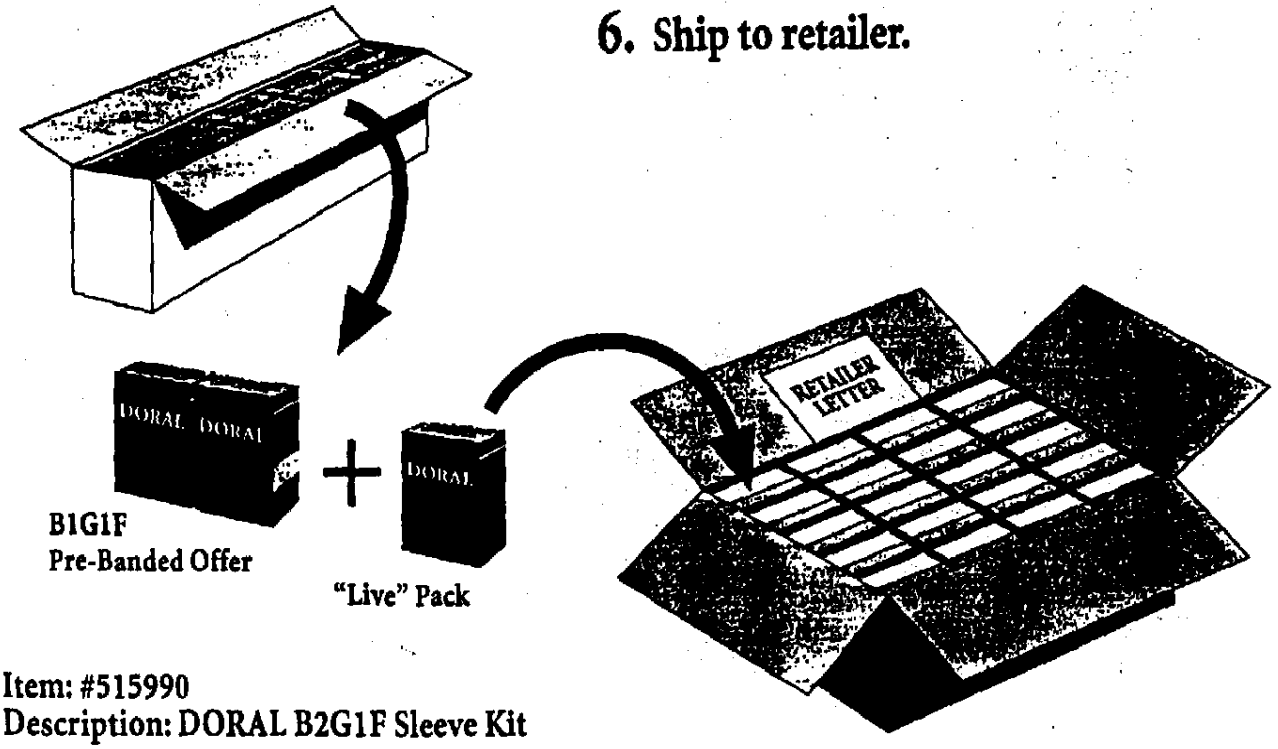
December DORAL National B2G1F (Buy 2 Packs Get 1 Pack Free)

Each white carton contains Five Prebanded 2-Pack B1G1F DORAL offers. Four offers are banded side-by-side. The fifth offer folds out.(See illustration).



STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve. (Each case contains 20 offers).
3. Add 1 "live" DORAL pack of same brand style to each offer.
4. Retailer Letter REMAINS in case.
5. Close the case.
6. Ship to retailer.



B1G1F
Pre-Banded Offer

"Live" Pack

Item: #515990
Description: DORAL B2G1F Sleeve Kit

Brand Style	ff Kg	Lt 100				
Number of Cartons	2	2				

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WHOLESALER: 023880 ASSOCIATED GROCERS

INSTRUCTIONS: DECEMBER PROMOTION: DORAL B2G1F
BRAND STYLES: FF / FF 100 / LT / LT 100
SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT LISTED

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
10016	105151	1122 04	SOLOMON'S STORE	MAIN ST	W STEWARTSTOWN	NH		C 12	164
10444	105171	1122 04	PRESCOTT FARMS	ROUTE 16 GORHAM/BERLIN ROAD	GORHAM	NH	1713-00-00	B 12	100
10188	259388	1122 04	GRANTS SUPERMARKET	ROUTE 302	GLEN	NH		C 12	180
10441	586799	1122 04	PRESCOTT FARMS	25 STATE ST	GROVETON	NH	1713-00-00	B 12	122
90683	686977	1122 04	PIK QUICK	158 MAIN ST	COLEBROOK	NH		A 24	180
10125	755015	1122 04	PATCH'S MARKETS INC	ROUTE 302	GLEN	NH		A 24	200
10445	967417	1122 04	PRESCOTT FARMS	139 MAIN ST	COLEBROOK	NH	1713-00-00	C 24	398
	105663	1122 06	VERMETTE'S MARKET	6 POND ST	AMESBURY	MA		A 12	138
	755837	1122 06	DEEP MEADOW VARIETY	93 LINDEN AVE	EXETER	NH		A 12	103
90616	104760	1122 08	A&B MINI-MART	RT 153	EAST WAKEFIELD	NH		A 24	160
10470	247422	1122 08	NEW DURHAM GENERAL	3 OLD BAY RD	NEW DURHAM	NH		A 24	125
10256	674717	1122 08	DEVYLDERS COMMUNITY	39 CENTER ST	WOLFEBORO FALLS	NH		C 12	185
	700640	1122 08	DEBS LAKES REGION MK	RT 153	EAST WAKEFIELD	NH		A 12	226
10032	755214	1122 08	CALEF'S FINE FOOD	ROUTE #125 STORE #10032	BARRINGTON	NH		A 12	80
	253338	1126 04	DAIRY MART 2335	271 SPRING ST	MEDFORD	MA	0205-11-00	A 12	162
90331	106764	1126 05	ELM ST MARKET	178 ELM ST	EVERETT	MA		A 12	150
10353	103306	1128 05	VILLAGE KNOLL	107 W MAIN ST	MILLBURY	MA		A 24	153
90275	755567	1128 06	CHARLIES VARIETY	30 DOUGLAS ST	UXBRIDGE	MA		A 24	216
90328	108119	1130 06	BOSTON I STORE	410 HANOVER ST	BOSTON	MA		A 12	100
	759000	1130 07	CHARTLEY COUNTRY STR	319-B TREMONT STREET	REHOBOTH	MA		A 12	146
	108377	1130 09	BAYSTATE FOODS	1418 BEACON ST	BROOKLINE	MA		A 12	140
	114034	1623 02	JAQUE'S STORE	MAIN STREET	HUNTINGTON	VT		A 04	80
90057	113857	1623 03	P E ST MARIE'S STORE	MAIN ST	NORTH TROY	VT		A 12	150
	113957	1623 03	KEELER BAY VARIETY	RT 2	SOUTH HERO	VT		A 12	110
90433	623843	1623 03	A AND B BEVERAGE	ROUTE #2	GRAND ISLE	VT		A 12	143
10467	114419	1623 04	PRUNIERS MKT	RT 4A	BOMOSEEN	VT		A 12	90
90032	105195	1638 01	ALDRICH'S MARKET	MAIN STREET	NORTH HAVERHILL	NH		A 12	200
90061	105247	1638 01	TOP-OF-THE-HILL STOR	ROUTE 135-DALTON	WHITEFIELD	NH		A 24	141
10281	105252	1638 01	VILLAGE GROCERY	MAIN ST STORE #10281	BETHLEHEM	NH		A 12	87
10057	633097	1638 01	SAMS SUPERMARKET	JEFFERSON ROAD	WHITEFIELD	NH		C 12	167
90627	75253	1638 02	T-BIRD MINI MART	ROUTE #202	ANTRIM	NH	5486-00-00	A 24	217
90090	104143	1638 02	CARRS STORE	RT 101	DUBLIN	NH		A 12	100
	104145	1638 02	WAYNOS FOOD MART	#10258 MAIN STREET	ANTRIM	NH		C 24	130
10349	104413	1638 02	DELAY INC. #349	ROUTE 31	GREENFIELD	NH		A 24	153
90625	44708	1638 03	T-BIRD MINI MART	24 ROCKINGHAM ST	BELLOWS FALLS	VT	5486-00-00	A 24	150
10182	104119	1638 03	RALPHS SUPER	MAIN ST	CHARLESTOWN	NH		A 12	180
90229	229253	1638 03	CHESTER GENERAL	RTE 103	CHESTER	VT		A 00	55
90622	381082	1638 03	T-BIRD MINI MART	465 WEST ST	KEENE	NH	5486-00-00	C 24	900
90626	707369	1638 03	T-BIRD MINI MART	ROUTE 119	HINSDALE	NH	5486-00-00	C 24	4500
90263	907480	1638 03	T-BIRD MINI MART	50 CLINTON ST	SPRINGFIELD	VT	5486-00-00	A 12	280
90628	586256	1638 04	T-BIRD MINI MART	225 WASHINGTON ST	CLAREMONT	NH	5486-00-00	C 24	1200
90442	613485	1638 04	PATTERSON GROCERY	ROUTE 10	ORFORD	NH		A 24	205
10240	755242	1638 04	PROCTORS STORE	RT 4A	ENFIELD CENTER	NH		A 12	110
10465	318158	1638 05	CUSTEAUS MKT	RT 111 SHOPPERS VILL	EAST HAMPSTEAD	NH		C 24	238
90512	104991	1638 06	BOB'S KWIK CHEK	S. MAIN ST. ROUTE 3A	PLYMOUTH	NH		A 24	151
10064	105040	1638 06	DANIS SUPER MARKET	WATER ST	PITTSFIELD	NH		C 24	271

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WHOLESALER: 023880 ASSOCIATED GROCERS

INSTRUCTIONS: DECEMBER PROMOTION: DORAL B2G1F
BRAND STYLES: FF / FF 100 / LT / LT 100
SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT LISTED

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
90118	374877	1638 06	RYEZAK ONE STOP	P.O. BOX 355 ROUTE 25	RUMNEY	NH		A 12	107
10029	420661	1638 06	COLONIAL VILLAGE MKT	PARK AVENUE	CONTOOCOOK	NH		C 24	400
	702881	1638 06	LIBERTY ROCK COUNTRY	RR 1 BOX 8	GRAFTON	NH		A 12	100
	724756	1638 06	GREENS CORNER STORE	RTE 162	CENTER HARBOR	NH		A 24	140
90513	755134	1638 06	TENNEY MT.KWIK-CHECK	TENNEY MTN RD	PLYMOUTH	NH		A 24	170
10113	104261	1638 07	BEECHMONT MARKET	609 S BEECH ST	MANCHESTER	NH		A 12	208
10145	104284	1638 07	TEMPLE FOOD MART	121 BAKER ST	MANCHESTER	NH		A 24	135
10350	643528	1638 07	ABBOTTS MKT. #10350	436 D.W.HWY. RT.3	MERRIMACK	NH		A 24	185
10453	445687	1638 08	GOBINS TOWN & CTRY.	#10453 4 MAIN STREET	GOFFSTOWN	NH		A 12	80
10136	691347	1638 08	AUBURN MARKET #1	289 CHESTER RD	AUBURN	NH		C 24	400

Total Accounts 56

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Source: https://www.industrydocuments.ucsf.edu/docs/ftym0000

To: Battle, Herbert
From: Campbell, Judy
Edited: 10/18/96 16:32
Subject: DECEMBER DORAL B2G1F

Hi Herb,

Guess what I need?!! What else! PO numbers from Associated. A copy of the attached letter will be mailed to you next week with a copy of the VAP list, and I will mail a copy of same to C.Deshanes also next week.

By the way, I got the November (Lighter) PO numbers about 4 pm this afternoon. I called Traffic to have the PO number manually added to the product - but since it's only 2 cases, they may accept even if PO numbers don't catch up to the order.

Have a nice weekend!!

Judy

Associated

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402 SMS584N1 SALES MATERIALS SYSTEM 10/29/96 15:41
ORDER FROM: 16XXXX ORDER REVIEW ORDER NUMBER: 6303-1348
SHIP TO: 1638 / 023880

SKU QTY	(LINES 1 - 1 OF 1 SHOWN) ITEM DESCRIPTION----------	UNITS/SKU	MAXIMUM ORDER QTY	ORIGINAL ALLOC QTY	L E V R	REMAIN ALLOC QTY
60__	515990 DOR B2G1F SLEEVE KIT	20 BOX		8970		4280

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(*) ASTERISKS INDICATE THAT THE MAXIMUM ORDER QTY WAS ORIGINALLY EXCEEDED
PF3 - RETURN TO PREVIOUS SCREEN PF7 - SCROLL UP
PF4 - CONTINUE WITH ORDER PF8 - SCROLL DOWN
PF12 - MAIN MENU PF1 - HELP

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GHCP10RN1610XX TEMPORARY PAYMENT DETAIL REPORT 12/09/96

ACCOUNT NUMBER: 023880
VOUCHER NUMBER: 15335256
DATE WRITTEN: 12/09/96
STATUS: PAID
AMOUNT PAID: 112.00

ASSOCIATED GROCERS
725 GOLD ST
MANCHESTER , NH 3103

SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	4.00	112.00

EXPLANATION: DEC DORAL B2G1F 601794 / HB

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